

ABSTRACT

The invention can provide receiving device, data broadcasting receiving system, content accessing method, and program thereof, that
5 can settle problems of URL transfer and route, and makes a user arrive at content that is an object of a user in a simple way.

The broadcasting receiving means receives broadcasting data in which content deciding data deciding a position of content placed on the network is multiplexed with broadcasting program associated with
10 the content. And then the demultiplexing means demultiplexes the content deciding data and the broadcasting program from the broadcasting data, and the data communication means accesses to the content according to the demultiplexed content deciding data.